to increase luminance if said pre-change gradation level of said input gradation signal is less than said post-change gradation level of said input gradation signal, and correcting said post-change input gradation signal using said correction signal.

Abstract of the disclosure

The present invention includes: a liquid crystal panel 105 on which is formed a matrix of a plurality of image elements; a correction circuit 107 that receives a video data gradation signal input, generates a correction signal for correcting luminance using a relationship defined by the gradation level from an input gradation for an (N-1)-th frame and the gradation level from an input gradation for an N-th frame, and corrects the input gradation signal for the N-th frame using the correction signal; a data driver 109 generating a write potential based on the corrected input gradation signal for the N-th frame and applies the potential to an image element; and a scan driver selecting an image element to which the write potential is applied.